

CTVglobemedia

Filed Electronically

November 30, 2010

Mr. Robert A. Morin  
Secretary General  
Canadian Radio-television and  
Telecommunications Commission  
Les Terrasses de la Chaudière  
Central Building  
1 Promenade du Portage  
Gatineau, Quebec  
J8X 4B1

Dear Mr. Morin:

**Re: CTVglobemedia-CHUM Limited Tangible Benefits Report 2009-2010**

In accordance with Decision CRTC 2007-165, dated June 7, 2007, please find enclosed the 2009-2010 CTVglobemedia-CHUM Limited tangible benefits report and a report of the portion of the CHUM Limited-Craig Media benefits which CTVglobemedia assumed following its divestitures of certain of the Craig Media assets to Rogers Media Inc.

As required by the Commission, the report includes audited financial schedules that detail the television, radio and social benefit expenditures for the period of September 1, 2009 to August 31, 2010.

Should the Commission require anything further, we would be pleased to provide it on request.

Yours truly,



Du-Yi Leu  
Director, Regulatory Affairs  
CTVglobemedia Inc.

Encl.

## CTVglobemedia-CHUM Tangible Benefits Report 2009-2010

CTVglobemedia Inc. (CTVgm), through the CHUM tangible benefits, has supported television, radio and social initiatives that celebrate the achievements of the Canadian broadcast industry and community organizations. CTVgm is pleased to submit its 2009-2010 tangible benefits report, which outlines the accomplishments over the last year, including the initiatives that have been assumed through the former CHUM-Craig benefits.

### 1. On-Screen Benefits – Conventional Television and Specialty Services

The tangible benefits associated with the CTVgm conventional television and specialty services are directed to the development, production and promotion of Canadian priority programming from under-represented categories. These categories include drama, long-form documentary, and music and dance, as defined in Public Notice CRTC 1999-205. The on-screen benefits support the creation of outstanding Canadian content and the development of bright Canadian talent.

#### 1.1. Development Funding: Writer Only Drama Development

The *Writer Only Drama Development* funding supports writers in their development of dramatic series, mini-series or movies suitable for broadcast on the former CHUM specialty channels. CTVgm provides funding of the first draft at the development stage of the script to allow independent producers the freedom to explore the creative process.

In 2009-2010, CTVgm supported the following projects:

- *Believer* – Space worked directly with writer Tim Carter and story editor Grant Rosenberg on a one-hour drama series about a down-and-out former police officer turned con man, who claims to be a private investigator specializing in the paranormal.
- *Looking Glass Lake* – written by Canada's award-winning playwright Brad Fraser, this one-hour drama series commissioned for Space is set in a resort town that has fallen into disrepair following decades of unexplained accidents and bizarre occurrences.

#### 1.2. Production Funding

- **Centre Stage**

The *Centre Stage* envelope supports high-end performing arts programming and visual arts productions.

Commissioned under the *Centre Stage* benefits was a Bravo! documentary currently titled *Word Wars* featuring award-winning singer-songwriter and poet, K'naan. In this documentary, K'naan travels to his homeland Somalia to explore the relationships between poetry, war and peace.

- **Stories About Music and Entertainment**

The *Stories About Music and Entertainment* envelope funds dramatic series and movies of the week.

In 2009-2010, MuchMusic commissioned *Highland Gardens*, a six part dramatic series written by Martin Gero and produced by Epitome Pictures. Viewers follow the pursuits of aspiring Canadian film, television, dance and music stars in their apartment-style hotel in Los Angeles, California as they chase their dreams.

- **Canada Rocks for the Cause**

The *Canada Rocks for the Cause* envelope finances live multi-act music events organized to raise awareness and funds for worthy causes. In 2009-2010, two concerts were supported by these benefits as described below.

Canada's premiere independent and emerging musical artists performed a concert to raise awareness for the *Polaris Music Prize Award*, an annual award given to the best full-length Canadian album. The concert also raised funds for *MusiCounts*, Canada's music education charity and featured artists Joel Plaskett, K'naan, Metric, Hey Rosetta! and Patrick Watson. MuchMusic broadcast the concert on September 21, 2009.

Following the devastating earthquake that struck Haiti, MuchMusic joined forces with the CBC and Global Television to produce and broadcast a concert on January 22, 2010 featuring Canadian musicians to support relief efforts in Haiti. More than \$9.4 million was raised through the concert, which was matched by the federal government to a total of \$18.8 million.

### **1.3. Talent Development: National Theatre School of Canada, Cultural Diversity Program**

The National Theatre School of Canada (NTS) was established in 1960 in Montreal and offers professional training in English and French in a setting that unites the theatre arts. The NTS is celebrated as the country's premier training institution where approximately 160 students learn traditional techniques in acting, playwriting, directing, production, as well as set and costume design. Classes are instructed by working professionals in the theatre arts who are leaders in their disciplines.

The CTVgm-CHUM benefits supported the organization's Cultural Diversity Fund, an endowment fund established to attract the most renowned teachers and qualified students that reflect Canada's diverse groups. The benefits funds in 2009-10 allowed NTS to hire Canadian and international artists at the school, including Maiko Bae Yamamoto, Tyrone Benskin, Christian Paul, Didier Lucien and Yael Farber. Our benefits dollars also provided bursaries to culturally diverse Canadian students including Gia Sandhu and Meilie Ng.

Through the benefits funding, the NTS also promoted the school's programs and careers in theatre to Aboriginal high school students living in remote communities in Newfoundland and Labrador. In October 2009, NTS alumna Megan Cole travelled to eastern Canada to host a series of presentations about careers in the arts and

# CTVglobemedia

encouraged students to apply to the NTS.

A portion of these benefits dollars was directed to support the development and production of original works by emerging NTS artists that focused on people of various ethno-cultural groups and people with disabilities.

## **1.4. Aboriginal Peoples Television Network**

Aboriginal Peoples Television Network (APTN) is a national television network based in Winnipeg that programs for and about Aboriginal Peoples. First Nations Peoples have the opportunity to share their stories with the rest of the world through a wide range of programming.

The CTVgm-CHUM Benefits funded APTN's development of dramatic movies and series with Aboriginal producers including *Cold Medicine* and *1491*.

*Cold Medicine* is a dramatic series set in Northern Canada featuring the stories of a local Inuit medicine man at Territorial General Hospital in Whitehorse and a First Nations nurse. The production will unite a creative and technical crew from First Nations communities of the north and south.

*1491* is an adaptation of the non-fiction book *1491: New Revelations of the Americas before Columbus* by Charles C. Mann based on an account of America's pre-colonization with new revelations.

## **2. Radio Benefits**

### **2.1. Aboriginal Voices Radio**

Aboriginal Voices Radio's (AVR) broadcasts the music of Aboriginal and Indigenous artists to Canada's largest urban cities including Calgary, Edmonton, Ottawa, Toronto and Vancouver. Over 15 million Canadians have access to the AVR network and the current events of the community.

CTVgm's support of AVR provides the organization with the opportunity to assess its business plan and develop further engineering and technical skills through training as required to better serve its audience.

### **2.2. CARAS/MusiCounts**

The Canadian Academy of Recording Arts and Sciences (CARAS) is committed to searching and promoting new Canadian musical artists by showcasing their talent.

MusiCounts, Canada's music education charity associated with CARAS, strives to maintain music education in schools across Canada. MusiCounts is mandated to ensure that young Canadians have access to a comprehensive music program through their school, regardless of socio-economic barriers.

# CTVglobemedia

In 2010, the CTVgm benefit supported the following CARAS awards:

- **The Allan Waters Humanitarian Award** is presented at the *Junos* each year and recognizes an outstanding Canadian artist whose humanitarian contributions have positively enhanced the social fabric of Canada. The 2010 award was presented to award-winning artist and *Canada's Walk of Fame* inductee, Bryan Adams.
- **The Fred Sherratt Award**, named in honour of broadcasting pioneer Fred Sherratt, recognizes the achievement of 12 outstanding post-secondary graduates of Canadian music programs each year. Each recipient receives \$3,500 and a trip to Toronto, to attend the reception and spend an educational day at CTV's MuchMusic and CHUM Radio.

## 2.3. CHUM Radio FANFEST at Canadian Music Week

Canadian Music Week (CMW) is Canada's leading annual music event dedicated to the growth of the industry. CMW spans across five nights in March and showcases 800 bands at 60 live music venues in downtown Toronto, along with conferences, a trade exposition, a film festival and awards shows.

The third annual CHUM Radio *FANFEST*, the marquee concert on March 12, 2010, featured Canadian artists such as Hedley at a concert at CTV's historic Masonic Temple.

## 2.4. FACTOR

The Foundation Assisting Canadian Talent on Recordings (FACTOR) supports Canadian recording artists, songwriters, managers, labels and distributors through various programs to build the recording industry. These programs are essential for artists and Canadian labels to progress to the international arena.

The CHUM Radio benefits allowed FACTOR to dedicate resources to a number of programs including the *Independent Recording Loan Program*, the *Emerging Artist Program*, the *Professional Grant Demo Program* and the *Label, Manager & Distributor Business Development Support Program* to support their constituents.

## 2.5. Radio Starmaker Fund / Fonds RadioStar

The Radio Starmaker Fund provides consistent support to recording artists to make a difference in their careers by nurturing their talent. Eligible applicants to the fund include emerging artists, independent record labels and artist management professionals from every region of Canada.

The fund has supported some of Canada's most celebrated artists over the years including David Usher, Holly McNarland, Bif Naked, Jimmy Rankin, Sam Roberts, Holly Cole and Sloan.

## 3. Social Benefits

In broadcast year 2009-2010, the CTVgm-CHUM social benefits supported a range of important organizations across Canada. These funds have bolstered the profile of various broadcasting industry and community organizations and have helped them to achieve their mandates. Initiatives under these benefits include: Diversity, Industry Connections, Local and Regional Film Festivals, Media Education, Broadcast Preservation and Heritage, and Industry Research.

### 3.1. Diversity Initiatives

- **Abilities Arts Festival**

The Abilities Arts Festival is an annual festival that promotes the work of artists, filmmakers and performers by people with disabilities, presented in various art forms including performing arts, film and integrated multidisciplinary media.

The CTVgm-CHUM benefits supported the event's *Projections Film Forum* which took place in October of last year at Innis Town Hall. The forum showcased award-winning films including *Carts of Darkness*, *I Go Backwards* and *The Last Flight*. Audiences had the opportunity to participate in a question and answer period with the filmmakers, Murray Siple, Tony Diamanti and Yves Langlois following each screening.

- **Canadian Broadcast Standards Council**

The Canadian Broadcast Standards Council (CBSC) is an independent, non-governmental organization created by the Canadian Association of Broadcasters (CAB) to administer standards established by its members, Canada's private broadcasters.

The Council's membership includes more than 700 private sector radio and television stations, specialty services and networks from across Canada, programming in English, French and third languages.

The CTVgm-CHUM benefits funding supported the continued promotion and distribution of the *CBSC Equitable Portrayal Code*, which is now available in more than 40 languages as well as in other accessible formats such as braille.

- **imagineNATIVE Film + Media Arts Festival**

The imagineNATIVE Film + Media Arts Festival (imagineNATIVE) is an annual festival that presents the best of Canadian and international film, video, radio and new media by Indigenous peoples to Canadian audiences. Last year, imagineNATIVE experienced record-breaking attendance of over 10,000 people for its lineup of more than 110 new works that were featured at various venues throughout Toronto.

imagineNATIVE celebrated its 10 year anniversary through a presentation of *A Decade in Retrospect: 10 Years of Dramatic Programming at imagineNATIVE*, an interactive lecture followed by a screening of 12 dramatic Aboriginal films shown over the years at the festival.

# CTVglobemedia

Our benefits funded the festival as Presenting Sponsor and contributed towards the general operations of the event and the festival's Industry Series, which includes training workshops and panels lead by film and media professionals.

- **Lights, Camera, Access!**

Lights, Camera, Access! (LCA!) is an organization dedicated to advancing the presence and involvement of people with disabilities in the entertainment and media industries. LCA! promotes the involvement of persons with disabilities in the development, production and distribution of content in the entertainment and new media industries.

These benefits supported LCA!'s outreach efforts to connect an under-represented talent pool to employment opportunities. Through these efforts, 16 LCA! members participated in an NBC Universal casting call in August 2010 for persons with disabilities. Accommodation was provided for those who needed a wheelchair ramp to access the facility, as well as sign-language interpreters for talent who were hearing impaired.

- **Paralympic Moments**

The CTVgm-CHUM benefits supported *Paralympic Moments*, a film program screened as part of the 2010 winter Olympics in Vancouver created by independent producers. Among the films was *The Difference Makers*, a program of 17, three minute long shorts hosted by Rick Hansen. It paid tribute to the extraordinary coaches, teachers and other individuals who have helped Canada's Paralympians face personal and athletic challenges.

*The Difference Makers* aired daily on television, radio and online during the Vancouver 2010 Olympic Games and the Paralympic Games. The French version, entitled *Faire la différence* was hosted by two-time Olympic silver medalist Alexandre Despatie. These programs were created to celebrate the exceptional strength of character and athletic ability of Canada's Paralympians.

### 3.2. Industry Connections

- **Banff World Television Festival**

The Banff World Television Festival (BANFF) is a major television market held in conjunction with nextMEDIA, in the Canadian Rockies in Banff, Alberta, that fosters creativity and the exchange of ideas among television and new media professionals. The event attracted over 1,500 delegates from Canada and abroad from June 13 to 16, 2010.

These benefits again supported BANFF's *CTV National Fellowship Program*, a program that brings 15 emerging creative professionals to the event and provides them with mentorship opportunities.

# CTVglobemedia

The 2010 recipients included:

- Frederic Bohbot, Montreal, Quebec
- Jennifer Cowan, Toronto, Ontario
- Julian Doucet, Montreal, Quebec
- Tracy German, Toronto, Ontario
- Kate Green, Burnaby, British Columbia
- Tommy Gushue, Toronto, Ontario
- John Hazlett, Montreal, Quebec
- Erica Landrock, North Vancouver, British Columbia
- Alexander Levine, Toronto, Ontario
- Nimisha Mukerji, Vancouver, British Columbia
- Drew McIntosh, Edmonton, Alberta
- Ramona Pringle, Toronto, Ontario
- Marc Stephenson, Vancouver, British Columbia
- Nikolijne Troubetzkoy, Toronto, Ontario
- Tony Whalen, Fredericton, New Brunswick

The CTVgm-CHUM benefits also supported the general operations of BANFF including nextMEDIA BANFF, a forum for new media. The cross-platform event offered networking, seminars, keynote speeches and pitching opportunities to the festival's delegates.

- **Canadian Women in Communications**

Canadian Women in Communications (CWC) promotes the talents of women working in the communications sector through mentoring programs, networking, awards and internships.

The CTVgm-CHUM Benefits supported a multi-faceted professional development and training program, known as the program's *21<sup>st</sup> Century Fund*. CWC has used the fund to build online profiles of their programs including the *Career Accelerator* program, mentoring, *One to One* and *Jeanne Sauvé Program*. CWC uses this important tool to build communities of women who can share their experiences in the communications industry.

- **Creative Women Workshops Association/Women in the Director's Chair**

Creative Women Workshops Association (CWWA) and Women in the Director's Chair (WIDC) is a national non-profit organization founded and based in British Columbia. CWWA / WIDC is dedicated to increasing the number of women participating in leadership positions in Canadian film, television, video and new media programs.

In addition to supporting general operations related to the organization, the CTVgm-CHUM benefits continued to support the following WIDC programs:



# CTVglobemedia

- **CTV WIDC Career Advancement Module (CAM)**

The CAM is a career development program for mid-career female filmmakers, offering one to two day intensive workshops with industry executives, followed by coaching towards the advancement of participants' career goals. The module was delivered in conjunction with three women's film festivals, *St. John's International Women's Film Festival*, *Female Eye Film Festival* and the *Women in Film Festival*. In 2009-2010, the module successfully supported the career advancement of 12 female directors.

- **CTV WIDC Director Development Award**

Award recipients are provided the opportunity to attend industry festivals such as nextMEDIA in Banff and shadow a director on a television series. The award recognizes the achievements of mid-career female directors of live action fiction working in television. The \$10,000 cash prize was awarded to Carolyn Combs this year, who will use the funds towards the completion of her latest short film, *Small Currents*.

- **CTV WIDC Scholarship Fund**

The scholarship funded the tuition and travel costs associated with attending this year's WIDC workshop for eight participants. In addition, the fund provided the opportunity for five WIDC alumnae directors to attend the Banff World Television Festival, an important networking forum for WIDC participants.

- **National Screen Institute**

The National Screen Institute (NSI), based in Winnipeg, is a national non-profit film, television and digital media training facility for writers, directors and producers. The programs are instructed by leading industry experts to give students the training required to establish and build their careers in film, television, and digital media.

The CTVgm-CHUM benefits supported NSI's *Totally Television Program*, a two-phase, 10 month development program that trains up to six talented writer/producer teams each year and has a solid track record for honing industry skills in its participants. Teams develop ideas for a television series and participate in an intensive boot camp, which concludes with a pitch session at the Banff World Television Festival. Some notable programs developed through *Totally Television* to date include: *Wapos Bay*, *'da Kink in My Hair*, *Less Than Kind*, *Todd & the Book of Pure Evil*, *The Mighty Madigans* and *The Odds*.

In 2009-2010, the NSI *Totally Television* teams developed a number of programs including *Uncorked*, *Ditched*, *Summer of My Amazing Luck*, *The Great Pretender* and *Bush League*.

- **Women in Film and Television-Toronto**

Women in Film & Television-Toronto (WIFT-T) is a not-for-profit professional organization that supports women at all levels in screen-based media to build and

# CTVglobemedia

advance their careers through high quality programming, mentoring, networking and industry events.

The CTVgm-CHUM benefits funding supported the *WIFT-T Business Management for Media Professionals Program* at the *Humber School of Media Studies & Information Technology*, held September 26, 2009 to June 19, 2010. The program consists of a series of six modules suitable for emerging professionals. Completion of all six modules could lead to a certificate in *Business Management for Media Professionals* from the school.

This past year, 27 participants enrolled in the program and 9 certificates were awarded for completion of all six modules. Each workshop included participation from students in various functional areas in the media industry such as business affairs, production, marketing and finance.

The modules were instructed by leading industry professionals including Eva Ziemsen and Donna O'Brien-Sokic. Ziemsen is an instructor and program co-ordinator in the Film & Television program at Humber College and producer for Cineva Films Inc. O'Brien-Sokic is an instructor in Humber College's Film & Television Production program and previously worked for Walt Disney Television Canada in sales and marketing.

In 2010, the CTVgm-CHUM benefits continued to support the *WIFT-T Media Leadership Program* at the *Schulich School of Business*. The bi-yearly program launched in 2008 with our support and the follow-up year's program took place from February 5, 2010 to April 17, 2010.

*WIFT-T Media Leadership Program* is a senior level certificate program for future industry leaders, delivered through 100 hours of instruction targeted at managers, professionals and entrepreneurs in screen-based industries. The program examines such themes as technological change, business models for multiplatform delivery of content and globalization of the marketplace. Seminars are instructed by industry leaders in education, broadcasting and production including Trina McQueen, former board member of CBC, Barbara Williams, Senior Vice-President of Content, Shaw Media, Stephen Stohn, President of Epitome Pictures Inc., and Laurie May, Co-President of Maple Pictures Corp.

This year, all 15 participants completed the program and received a certificate of completion from the *Schulich School of Business Executive Education Centre*. Following the program, participants have reported that they have applied their new skills to manage economic change in the industry and to advance their careers.

### **3.3. Local and Regional Film Festivals**

- **Atlantic Film Festival**

The Atlantic Film Festival (AFF) is a 10 day event exhibiting films from across the country and around the world. The AFF is regarded as one of the top four film festivals in Canada, celebrating the spirit of the east coast in an extensive program that includes documentaries, offbeat film noir, feature-length films and animation. The festival offers

# CTVglobemedia

industry panels, master classes and keynote addresses to promote networking among filmmakers and producers in attendance.

The CTVgm-CHUM benefits supported the general operations of the 30<sup>th</sup> anniversary of the festival, which took place this fall at various venues in Halifax, Nova Scotia. The festival showcased 85 feature films, 96 shorts, and presented two retrospectives, including *Festival Darlings*, a retrospective highlighting the best films from previous years.

- **Toronto International Film Festival**

For more than 30 years, the Toronto International Film Festival (TIFF) has showcased the best of Canadian and international films in September. Film fans, filmmakers, industry professionals and the media congregate at TIFF to experience the best in cinema and film-related events.

The CTVgm-CHUM benefits continued to support the Toronto International Film Festival's September event. This year, TIFF opened the new TIFF Bell Lightbox, the festival group's year-round cultural complex designed to encourage exploration and celebration of cinema throughout the year.

- **Toronto Reel Asian International Film Festival**

The Toronto Reel Asian International Film Festival (Reel Asian) is a showcase of contemporary Asian cinema including films and videos by East and Southeast Asian artists worldwide. The festival takes place every fall in Toronto, providing a public forum for homegrown Asian artistic expression along with international Asian cinema.

CTV's Premier sponsorship of the festival also includes support of Reel Asian's volunteer program, which includes over 100 film enthusiasts who volunteer to make the festival a success.

### 3.4. Media Education

- **Association for Media Literacy**

The Association for Media Literacy (AML) is a media literacy educational initiative, founded in 1978 that aims to increase students' understanding of the media. Recognized as the first comprehensive organization for media literacy in Canada, AML works towards helping students to develop an informed and critical understanding of mass media, including the techniques used by media industries and the impact of these techniques.

The CTVgm-CHUM benefits supported AML's professional development conferences for teachers in conjunction with the Ontario Institute for Studies in Education at the University of Toronto. In 2010, AML hosted its annual *Sharefest* to promote media literacy-based curricula, resources and strategies for elementary and secondary school teachers.

# CTVglobemedia

- **Broadcast Educators Association of Canada**

The Broadcast Educators Association of Canada (BEAC) is a national organization committed to the professional development of educators in media-related college and university programs in the areas of radio, television, broadcast journalism and new media. BEAC recognizes media industry leaders and students through the *BEAC National Awards* who have made an impact in broadcast education and it also organizes yearly professional development conferences.

The CTVgm-CHUM benefits funding supported the organization's *National Speakers Series*, a forum for broadcast media educators that addresses various subjects, including emerging technologies, broadcast media transitions and innovative teaching practices. The speaker series and the 2010 BEAC national conference took place in May 2010 in Toronto and was attended by documentary filmmaker and journalist Albert Nerenberg, and media expert Kemp Edmonds, through a web-conference from British Columbia where he discussed relevant topics of engaging students through social media on Facebook and Twitter.

- **Jesuit Communications Project**

The Jesuit Communications Project (JCP) is committed to encouraging, developing and promoting media education across Canada. Founded by Father John J. Pungente, the JCP provides workshops on many media topics throughout the country as well as in Australia, New Zealand, Europe, and the United States. The project also provides a consultancy service for media professionals, schools, churches, and other social agencies throughout the world.

The CTVgm-CHUM benefits funding made possible the purchase of books and DVDs in the field of media literacy for JCP's research library. These materials have been added to the JCP's collection of 4,000 books and audio video material, which have proved invaluable to teachers and students who use the resources.

The benefits also supported the launch of an online media literacy course offered in conjunction with Athabasca University and developed by JCP and Face to Face Media. The course is designed for teachers and parents who are seeking to foster media literacy in children so they can critically analyze and evaluate media content.

- **Media Awareness Network**

Media Awareness Network (MNet) is a registered not-for-profit organization dedicated to engaging young people with critical thinking skills to understand material found in the media and on digital platforms. Over 80% of MNet's programs and resources are accessible on the organization's website developed to reflect Canadian values and current public policy objectives.

The CTVgm-CHUM Benefits continued to support MNet's development of media education programs. In 2009, MNet released several new classroom resources, including *Passport to the Internet*, an interactive digital literacy program. By the end of 2009, the resource was available to two-thirds of Canadian elementary and intermediate schools.

# CTVglobemedia

In partnership with 38 collaborating organizations across the country, MNet and the Canadian Teachers' Federation hosted Canada's 4<sup>th</sup> annual *Media Literacy Week* from November 2 to 6, 2009. To launch the week, MNet and its partners hosted a media panel on the impact of digital media on journalism and news gathering. The panel was presented to 130 enthusiastic students from across the country.

In March 2010, MNet announced new additions to its *Be Web Aware* website featuring the most current information for parents relating to children's Internet use, including social networking, wireless technologies and micro blogging.

## **3.5. Broadcast Preservation and Heritage**

- **Canadian Broadcast Museum Foundation**

The Canadian Broadcast Museum Foundation (CBMF) is a not-for-profit organization that seeks to enhance Canada's broadcast heritage collection and to promote public access to this heritage material. CBMF is dedicated to developing a conservation infrastructure and to build innovative partnerships to further the collection.

The CTVgm-CHUM benefits has funded the creation of the National Broadcast Collection, assembled to conserve artifacts and objects related to the programming, technical evolution and industrial development of the Canadian broadcasting system. CBMF currently holds 20,000 broadcast heritage materials including radio and television programs, sets, costumes, scripts and promotional material.

- **MZTV Museum**

The MZTV Museum and Archive is mandated to exhibit the most comprehensive collection of North American television receivers acquired by Moses Znaimer from the 1920s to the 1970s. The museum includes historically significant televisions such as the RCA sets from the 1939 New York World's fair and Marilyn Monroe's personal 1957 Magnavox. MZTV aims to recount the story of television through interactive exhibits. The museum holds a collection of over 200 rare television sets and radios, spare parts, books, manuals, tapes and lunchboxes with television show characters.

The CTVgm-CHUM benefits supported major renovations and installations at the museum located in Toronto. The museum's new additions included micro climate and monitoring systems that meet Canadian Conservation Institute standards, UV-friendly exhibit lighting systems, integrated audio video playback and remote control systems and security devices. MZTV also opened a Media Room where educators and researchers can access over 10,000 objects in the collection and the database.

## **3.6. Industry Research**

- **Alliance for Children and Television**

The Alliance for Children and Television (ACT) has been monitoring the quality of Canadian children's television and all screen-based content for over 35 years. ACT undertakes research projects to advance the understanding of children's television and multi-platform issues.

# CTVglobemedia

The CTVgm-CHUM Benefits supported the first phase of the *National Study on Children's Television Programming in Canada*, the largest study to date on Canadian children's programming to better understand the media's impact on young people. The study is a unique and timely analysis of children's programming in Canada at the end of the first decade of the 21<sup>st</sup> century. And, it was led by a team of researchers from the Centre for Youth and Media Studies at the Département de Communication at the Université de Montréal, under the supervision of Dr. André H. Caron.

- **Canadian Internet Project**

The Canadian Internet Project (CIP) is a research study investigating behaviours and attitudes associated with conventional media use, the Internet and emerging technologies. The project is conducted by two principal researchers, Dr. Fred Fletcher, Professor Emeritus from York University and Professor Charles Zamaria from Ryerson University.

Following the completion of the first two CIP studies in 2004 and 2007 that revealed trends and patterns in media use and the behaviour of Canadians towards new technologies, the researchers launched the third iteration of the project, known as CIP3. CTVgm has committed to funding CIP3 over the next two years, which will continue the study on the analysis of new media and technology usage in Canada, building on the prior iterations of the research. Work has begun on the project including field research and the development of the structure of CIP3.

The CIP3 survey will include approximately 2000-2750 interview subjects of those who are 18 years and older, and a subgroup of approximately 250-400 interview subjects in the 12 to 17 age group. The scope of the study will comprise of statistically relevant national data and in some cases, regional comparisons, including Anglophone versus Francophone groups. CIP's membership in the World Internet Project consortium, headquartered at the Annenberg School for Communications, University of Southern California, allows the organization to compare its Canadian findings with those of research centres in 25 other countries worldwide.

- **Media Access Canada**

Media Access Canada (MAC) is a research and information organization whose services include accessible media monitoring and market research. MAC's mission is to build inclusive accessible media through the development of new markets for accessible content. The Toronto-based firm has established a best practices guide for accessible media production, training, revenue models, strategic planning and human resource recruitment, which builds on its earlier work of the 1993 study on closed captioning in Canada.

The CTVgm-CHUM benefits funding continued to support the development of *Monitor 2*, the second of three years, in the international research project that examines accessible media and defines best practices for descriptive video content creation. In 2010, MAC produced a draft guide of *Descriptive Video Best Practices for Television: General Audiences* to establish a basis to measure descriptions in Canadian broadcasting. The

# CTVglobemedia

best practices guide will be expanded based on the input of the English and French working groups, which are comprised of academic, industry and user experts in the field.

- **New Canada Institute**

The New Canada Institute (NCI) unites people of various ethnocultural groups to address issues of public policy for the twenty-first century. The Ottawa-based organization will conduct a three-year study to evaluate diversity issues related to technological advances, innovation and evolving societal and cultural trends in Canada.

The CTVgm-CHUM benefits supported the development of NCI's website portal that will report on social, economic, statistical, demographic and public policy information of urban centres through analysis of Canada's ethnically diverse communities. In 2010, NCI completed the diversity indices for cities across Canada including Halifax and Winnipeg in anticipation of launching the website in the fall.

#### 4. **Remaining CHUM-Craig Social Benefits**

- **Dreamspeakers Film Festival – International Aboriginal Film & Television Festival**

The Dreamspeakers Film Festival is a non-profit charitable organization that celebrates Aboriginal arts, heritage and film through an annual film festival in Edmonton, Alberta. Dreamspeakers also acts as a resource to connect Aboriginal filmmakers, performers and artists to training in the arts and festival operations.

The CTVgm-CHUM benefits funding supported the 15<sup>th</sup> annual festival that took place from June 2 to 5, 2010. This year's festival included the opening night film *A Windigo Tale*, written and directed by Armand Garnet Ruffo, an Ojibwa filmmaker. The film portrayed a chilling and redeeming drama inspired by Ojibwa spiritualism and the history of residential schools.

In 2010, Dreamspeakers collaborated with The Rubaboo Arts Festival, a Canadian Aboriginal performing arts organization, to present a showcase of multi-disciplinary plays in traditional and contemporary styles. Featured artists included Dawn Dumont, Michaela Washburn and Melinda Jane.

- **Center for Research Action on Race Relations**

The Center for Research Action on Race Relations (CRARR) is a civil rights organization mandated to promote racial harmony and equality across the country. CRARR is a member of national media, racial, ethnocultural and employment equity organizations.

The CTVgm-CHUM benefits continued to support CRARR's *Gail Guthrie Valaskakis Annual Lecture on Diversity and Canadian Media*. The lecture series promotes public awareness and initiatives on diversity in Canadian media. The theme of the September 2009 lecture was *Human Rights, Free Press and Canadian Media* and featured keynote speaker Haroon Siddiqui, Toronto Star columnist. Over 100 people attended the lecture

# CTVglobemedia

including Judith Woodsworth, Concordia University president and Kimon Valaskakis, Global Governance Group president.

## **Conclusion**

CTVgm is proud of our investments through the CTVgm-CHUM benefits in 2009-2010 that supported numerous industry and community initiatives, and enriched the Canadian broadcasting industry and Canadian communities. Our partnerships with these organizations have resulted in the creation of outstanding programming and initiatives to benefit Canadian audiences. We look forward to 2011 and continuing our funding of these programs that supports the Canadian broadcasting system and serves the public interest.



November 26, 2010

**Auditors' Report**

**To the Canadian Radio-television and  
Telecommunications Commission (CRTC)**

At the request of CTVglobemedia Inc. (the Company) we have audited the attached schedules 1 to 4 detailing tangible benefit expenditures (the Report) as established by the CRTC as defined in Appendix 2 of Decision 2007-165 dated June 8, 2007 (the Decision), the Company's "Application to effect a change in ownership and control of CHUM Limited - Appendix 1A", section 3 of the letter addressed to the CRTC dated June 14, 2007, the letters addressed to the CRTC on December 21, 2007 and January 26, 2009 regarding the proposed allocation of funds within the social benefits component, and the letter addressed to the CRTC on July 9, 2007 detailing the proposed base level of priority programming (collectively defined as the Reporting Criteria), for the period from September 1, 2009 to August 31, 2010. This financial information is the responsibility of management of the Company. Our responsibility is to express an opinion on this financial information based on our audit.

We conducted our audit in accordance with Canadian generally accepted auditing standards. Those standards require that we plan and perform an audit to obtain reasonable assurance whether the financial information is free of material misstatement. An audit includes examining, on a test basis, evidence supporting the amounts and disclosures in the financial information. An audit also includes assessing the accounting principles used and significant estimates made by management, as well as evaluating the overall presentation of the financial information.

In our opinion, the attached Report presents fairly, in all material respects, the amounts spent by the Company in accordance with the Decision and the Reporting Criteria referred to above for the period from September 1, 2009 to August 31, 2010.

*PricewaterhouseCoopers LLP*

**Chartered Accountants, Licensed Public Accountants**

CTVglobemedia-CHUM Tangible Benefits  
Annual Report for the year ended August 31, 2010

Schedule 1: Television Benefits

	<u>Total</u> <u>Commitment</u>	<u>Amount Spent</u> <u>in 2009-10</u>	<u>Balance</u> <u>Remaining to be</u> <u>Spent</u>
<u>On the Screen and Pipeline to the Screen</u>			
Drama Development - APTN	\$ 2,250,000	\$ 450,000	\$ 1,800,000
National Theatre School of Canada Cultural Diversity Program	1,000,000	142,857	\$ 571,429
Writers' Guild of Canada Diverse Writers Immersion Program	1,000,000	156,450	\$ 843,550
Writer Only Drama Development	3,500,000	34,837	\$ 3,272,031
<u>Production</u>			
Canada Rocks for the Cause	5,500,000	114,559	\$ 5,385,441
Centre Stage	16,730,000	161,296	\$ 15,814,256
"Stories About Music and Entertainment" Dramatic Series and MOW	18,000,000	-	\$ 18,000,000
Third-Party Promotion	5,000,000	-	\$ 3,961,015
Trendsetters and Risk Takers	30,750,000	78,141	\$ 19,192,164
	<u>\$ 83,730,000</u>	<u>\$ 1,138,140</u>	<u>\$ 68,839,886</u>

**CTVglobemedia-CHUM Tangible Benefits  
Annual Report for the year ended August 31, 2010**

**Schedule 2: Radio Benefits**

	<u>Total</u>	<u>Amount Spent in</u>	<u>Balance</u>
	<u>Commitment</u>	<u>2009-10</u>	<u>Remaining to be</u>
			<u>Spent</u>
Aboriginal Voices Radio	\$ 1,221,063	\$ 174,438	\$ 697,749
Canadian Academy of Recording Arts and Sciences (CARAS)	1,221,063	244,213	488,425
CHUM Music Fest at Canadian Music Week	3,174,541	634,908	1,269,817
FACTOR	11,233,333	1,604,762	6,419,047
Radio Starmaker/ Fonds RadioStar	16,850,000	2,407,143	9,628,571
	<u>\$ 33,700,000</u>	<u>\$ 5,065,464</u>	<u>\$ 18,503,609</u>

CTVglobemedia-CHUM Tangible Benefits  
Annual Report for the year ended August 31, 2010

Schedule 3: Social Benefits

	<u>Total</u> <u>Commitment</u>	<u>Amount</u> <u>Spent in</u> <u>2009-10</u>	<u>Balance</u> <u>Remaining to be</u> <u>Spent</u>
<b>Diversity</b>			
Abilities Arts Festival	\$ 350,000	\$ 50,000	\$ 200,000
Canadian Broadcast Standards Council	200,000	70,000	-
imagineNATIVE Film + Media Arts Festival	420,000	60,000	240,000
Innoversity	400,000	-	300,000
Lights, Camera, Access!	500,000	150,000	-
Paralympic Moments	800,000	400,000	-
Rick Hansen Foundation	295,000	-	295,000
Weengushk Film Institute	35,000	-	-
<b>Diversity Total</b>	<b>\$ 3,000,000</b>	<b>\$ 730,000</b>	<b>\$ 1,035,000</b>
<b>Industry Connections</b>			
Banff World Television Festival	\$ 250,000	\$ 35,000	\$ 130,000
Canadian Film Centre	650,000	-	650,000
Canadian Women in Communications	300,000	42,857	171,429
Creative Women Workshops/Women in the Director's Chair	335,000	-	111,000
Leave Out Violence (L.O.V.E.)	215,000	-	-
National Screen Institute	650,000	260,000	260,000
Women in Film and Television - Toronto (WIFT-T)	600,000	100,000	400,000
<b>Industry Connections Total</b>	<b>\$ 3,000,000</b>	<b>\$ 437,857</b>	<b>\$ 1,722,429</b>
<b>Local Film Festivals</b>			
My Canada	\$ 150,000	\$ -	\$ -
Toronto International Film Festival	840,000	10,365	679,635
Atlantic Film Festival Association	90,000	30,000	60,000
Real Asian Film Festival	60,000	20,000	40,000
Other <sup>(Note 1)</sup>	860,000	-	860,000
<b>Local Film Festivals Total</b>	<b>\$ 2,000,000</b>	<b>\$ 60,365</b>	<b>\$ 1,639,635</b>
<b>Media Education</b>			
Association for Media Literacy	\$ 170,000	\$ -	\$ 145,000
Broadcast Educators Association of Canada	160,000	32,000	64,000
Jesuit Communication Project	170,000	25,000	95,000
Media Awareness Network (MNet)	1,000,000	150,000	550,000
<b>Media Education Total</b>	<b>\$ 1,500,000</b>	<b>\$ 207,000</b>	<b>\$ 854,000</b>
<b>Broadcast Preservation and Heritage</b>			
Canadian Broadcast Museum Foundation	\$ 400,000	\$ -	\$ 128,000
MZTV Museum	100,000	50,000	-
<b>Broadcast Preservation and Heritage Total</b>	<b>\$ 500,000</b>	<b>\$ 50,000</b>	<b>\$ 128,000</b>
<b>Research</b>			
Canadian Internet Project	\$ 400,000	\$ -	\$ 400,000
Alliance for Children and Television	400,000	135,000	135,000
Media Access Canada	360,000	120,000	120,000
New Canada Institute	340,000	-	206,667
<b>Research</b>	<b>\$ 1,500,000</b>	<b>\$ 255,000</b>	<b>\$ 861,667</b>
<b>Social Benefits Total</b>	<b>\$ 11,500,000</b>	<b>\$ 1,740,222</b>	<b>\$ 6,240,731</b>

Note 1: final allocation of benefit to be determined.

**CTVglobemedia-CHUM Tangible Benefits  
Annual Report for the year ended August 31, 2010**

**Schedule 4: Other Information**

Base level Priority Programming Expenditures on A Channels, September 1, 2009 to August 31, 2010

Category 02B: Long-form Documentaries	\$ 7,743
Category 07: Drama and Comedy	3,398,552
Category 090: Music and Variety	31,237
	<u>\$ 3,437,532</u>

Third Party Promotion Expenditures

Amount of base level third party promotion expenditures in 2009-10: \$ -

Incremental benefits expenditures on third party promotions expenditures in 2009-10: \$ -

November 26, 2010

**Auditors' Report**

**To the Canadian Radio-television and  
Telecommunications Commission (CRTC)**

At the request of CTVglobemedia Inc. (the Company) we have audited the attached CHUM/Craig Social Benefits schedule detailing the assumed portion of tangible benefit expenditures (the Report) established by the CRTC in Decision 2004-502 for the period from September 1, 2009 to August 31, 2010 as described in note 3 of the attached schedule (the Reporting Criteria). This financial information is the responsibility of management of the Company. Our responsibility is to express an opinion on this financial information based on our audit.

We conducted our audit in accordance with Canadian generally accepted auditing standards. Those standards require that we plan and perform an audit to obtain reasonable assurance whether the financial information is free of material misstatement. An audit includes examining, on a test basis, evidence supporting the amounts and disclosures in the financial information. An audit also includes assessing the accounting principles used and significant estimates made by management, as well as evaluating the overall presentation of the financial information.

In our opinion, the attached Report presents fairly, in all material respects, the amounts spent by the Company in accordance with the Reporting Criteria referred to above for the period from September 1, 2009 to August 31, 2010.

*PricewaterhouseCoopers LLP*

**Chartered Accountants, Licensed Public Accountants**

**CHUM/Craig Social Benefits**  
**Annual Report for the year ended August 31, 2010**

	<u>Total</u> <u>Commitment</u>	<u>Amount</u> <u>Spent in</u> <u>2009-10</u>	<u>Balance</u> <u>Remaining to</u> <u>be Spent</u>
<b><u>Craig Media Benefits</u></b>			
Abilities (Projections) <sup>(Note 2)</sup>	\$ 50,000		\$ -
Alberta Association of Media Awareness	4,000	-	4,000
Banff Festival	250,000	50,000	100,000
Canadian Film Centre	100,000	-	-
Centre for Action on Race Relations	30,000	10,000	20,000
Dreamspeakers Film Festival	50,000	10,000	20,000
Indigenous Media Institute	21,500	-	-
Manitoba Association of Media Awareness	10,000	-	10,000
<b>CHUM/Craig Social Benefits Total</b> <sup>(Note 3)</sup>	<b>\$ 515,500</b>	<b>\$ 70,000</b>	<b>\$ 154,000</b>

Note 2: The commitment on the Abilities (Projections) benefit was fully expended before September 1, 2007, and accordingly nothing remains to be paid.

Note 3: In connection with CHUM Limited's acquisition of Craig Media Inc. in 2004, approved by the CRTC in Broadcasting Decision CRTC 2004-502, it committed to a benefits package totaling \$21.9 million. However, as part of CTVgm's acquisition of CHUM in 2007, the CRTC required the divestiture of most of the assets acquired from Craig. In June 2007, CTVgm entered into an agreement to sell these assets to Rogers Media Inc. and Rogers agreed to assume all but \$515,000 of the outstanding Craig Benefits. Rogers' acquisition of the former Craig assets was approved by the CRTC pursuant to Broadcasting Decision CRTC 2007-360.